

BRAND ESSENCE

Governor's STEM Advisory Council seeks to inform, involve and inspire students, educators and other stakeholders in the value of STEM educational programs for Iowans.

BRAND POSITION

Governor's STEM Advisory Council brings broad-based leadership, influence and value for policy advancement and educational improvements to influence, engage and bring forth the potential greatness in every Iowa student in STEM fields of study.

CORE MESSAGES

- STEM education is fun, rewarding
- Innovative classrooms, curricula
- Student-centered learning
- STEM helps in career readiness
- Business, community partnerships
- Creates economic vitality
- STEM restores Iowa education leadership
- Gaining regional/national recognition
- A competitive advantage for Iowa

BRAND PERSONALITY ATTRIBUTES

Facilitates learning

Partnership/Collaboration
STEM geek is cool

Leadership/Innovation

Student achievement improving
Iowa government-endorsed

Makes a difference

Personally, professionally
Vital to state's economy

COPY TONE

For various pieces and audiences, copy will need to adapt to audience; i.e., students = fun, edgy, inviting; parents = clear, benefit-focused; government, media, business = crisp, benefit-focused